

City of Sanford

Vision and Strategic Plan Steering Committee

Meeting Agenda

Monday, November 19 at 5:30 PM
City Hall, 300 N. Park Avenue
Utility Training Room, 1st floor

November 2012 Meeting

1. Call to Order
2. Approval of Minutes from October 15, 2012 Meeting
3. Introductions and Chair's Report - Chris McLeod
4. Summary of Focus Group Meetings and Community Workshop - Whit Blanton
5. Target Area Identification Exercise – Whit Blanton
 - The purpose of this exercise is to identify places in Sanford that can become catalysts for positive change. These target areas can connect communities and places in Sanford that are currently viewed as disconnected.
 - Each Committee member is asked to share the following:
 - Describe the two target areas you selected.
 - Why did you select each area?
 - What are the issues and opportunities for each area?
6. Other Business
7. Adjourn

IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT, PERSONS WITH DISABILITIES NEEDING ASSISTANCE TO PARTICIPATE IN ANY OF THESE PROCEEDINGS SHOULD CONTACT THE CITY CLERK AT 407.688.5010 AT LEAST 48 HOURS IN ADVANCE OF THE MEETING.

ADVICE TO THE PUBLIC: If a person decides to appeal a decision made with respect to any matter considered at the above meeting or hearing, he or she may need a verbatim record of the proceedings, including the testimony and evidence, which record is not provided by the City of Sanford. (FS 286.0105)

Please be advised that two (2) or more members of the City Commission of the City of Sanford may be attending this meeting and that subjects and matters involving the City of Sanford may be discussed although this event is not a City of Sanford City Commission meeting.

City of Sanford

Visioning Steering Committee

Minutes

5:30 PM, October 15, 2012
City Hall, 300 N. Park Avenue
Steamboat Landing Room, 1st floor

Present: Chris Mcleod – Committee Chairman Gene Kruckmeyer
Margie Chusmir Turner Clayton Doug Groseclose
Thelma Mike Robert Kinney Sylvester Chang
Tom Ball Steve Newton Lindsay Oyewale
Ada Reneau Nicholas Mcray

Absent: Paul Benjamin

- 1) Call to Order
Mr. McLeod called the meeting to order at 5:29 PM
- 2) Approval of Minutes from the September 17, 2012 Meeting
Minutes were approved by expression of consent of the Committee.
Further discussion clarified that no financial disclosure form was required from each committee member as they served in an advisory capacity only.
- 3) Introductions and Chair's Report – Chris McLeod
Mr. McLeod advised the group to be sure that the strategic plan included actionable items and metrics in the one to two year timeframe as well as long term goals.
- 4) Introduction to Imagine Sanford MindMixer Web page – Whit Blanton and Mike Callahan, Renaissance Planning Group
Mr. Callahan presented the Imaginesanford.com website to the Committee members, showing its different aspects and the people who have already responded to its interactive capabilities. The website was initially publicized with the media at Sanford's 135th Birthday Celebration. The website is owned by Renaissance Planning Group but the URL belongs to the City. Should the City wish to keep the website after it's one year has ended, arrangements can be made. Other ideas were presented on how to access this website such as texting from phones and using a kiosk at the library.
- 5) Update on Focus Group Meetings – Whit Blanton
Focus Groups will begin October 16th in the morning with the purpose of hearing what people have to say in regards to their community. Planned focus groups include: a business oriented focus group, Historic Preservation, Arts And Culture,

Religious Community including all denominations, Historic Trust, Neighborhoods, Community Services, Planning and Zoning, and the Community Redevelopment Agency.

6) Community Values Exercise- Whit Blanton

Each Committee member was afforded two minutes to share an item or concept that represented an important aspect or value of Sanford. Areas and items identified included:

Heritage, Celery Soup, Community Swimming pool and history associated with the Goldsboro pool; Education and Job Creation; Nursing and sense of tolerance; Film Festival; Ft Mellon and preservation of public places and diversity; grandparents and sense of home/ heritage; good people; airport and economic growth; positive news and type of commerce occurring already in Sanford; concerns over impact fees; Community ability to come together to raise funds for children's needs; safety; waterfront and opportunity to develop a Jacksonville Landings type area.

7) Discussion of Potential Economic Target Areas for Analysis- Whit Blanton

Mr. Blanton advised the group that part of the scope of work for Renaissance Planning includes the identification of up to six areas which the revitalization or targeted improvement of could have a significant positive economic effect. The Committee was advised to start thinking of these areas,

8) Other Business

Mr. McLeod requested that the meetings be moved to the Utility Training Room to provide more room for the group. Mr. Mcray advised he will look into securing the room.

There being no other business. The Steering Committee Meeting was adjourned at 7:05 PM

Chris McLeod, Chairman

Attest:

City Clerk



CITY OF SANFORD COMMUNITY VISION AND STRATEGIC PLAN

EXECUTIVE SUMMARY OF FOCUS GROUP MEETINGS

October & November 2012

OVERVIEW

The city held 10 focus group meetings in October and November. Each meeting involved a group of up to 12 people with a similar interest that discussed challenges, opportunities, values, and goals. Each focus group participant shared what they think is important about Sanford and its future. While specific questions were developed for each meeting, the discussions were fairly free flowing.

City staff and the consulting team participated in the following focus groups:

- Business Community – October 16, 2012
- Arts & Culture – October 16, 2012
- Sanford Historic Preservation Board – October 17, 2012
- Religious Community – October 30, 2012
- Neighborhoods – October 30, 2012
- Historic Trust – November 1, 2012
- Planning & Zoning Commission – November 1, 2012
- Downtown Businesses – November 1, 2012
- Community Services – November 7, 2012
- Community Redevelopment Agency – November 7, 2012

Below is a brief summary of the commonly shared areas of concern. Notes for each meeting are available in a separate document.

Frequently identified issues:

- The waterfront is underutilized and not well-connected with downtown.
- The city lacks hotel and conference space.
- The city is racially divided and a lack of diversity in city leadership roles.
- Outside perception of the city is poor.
- Major gateways, such as SR 46 and US 17-92 are not living up to their potential.
- Major attractions, such as the mall, zoo, airport, and downtown are not well connected.
- Too few people live downtown.



Frequently identified opportunities and strengths:

- The city is affordable.
- The city's residents are friendly.
- City-owned property near the waterfront is prime for long-term redevelopment.
- Sanford's neighborhoods have strong traditional design elements. Other places try to replicate Sanford's urban character and historic charm.
- Exceptional transportation access by all modes. Regional transportation is excellent, and better linkages between community and neighborhood hubs in the city would build upon that framework.
- The city has exceptional schools and a college that's well-respected, offering many opportunities.

Key Values

The table below summarizes the key values expressed by focus group participants. Key values are those things – whether they are ideas, actions, and places – that the community cares about the most. They are organized by three categories – people, built environment, and society.

Topic Area	Key Values
People	<ul style="list-style-type: none"> • Friendliness of residents. • Capacity building – Providing all residents with opportunities to improve through education and job training. • Welcoming to all people regardless of age, race, ethnicity, and abilities. • Improving cohesiveness among all residents from all backgrounds.
Built Environment	<ul style="list-style-type: none"> • Authenticity – Sanford is a real town. • Waterfront. • Affordability. • Appearance (clean and attractive). • Connections between neighborhoods.
Society	<ul style="list-style-type: none"> • Sense of community. • Small town feel. • Rich history. • Blossoming arts and culture scene (Celery Soup, Love Your Shorts, etc.) • Improving outside perception of the community. • Supporting downtown and its businesses.